

Claims

I claim:

1. A soft sided insulated container assembly having a first portion and a second portion, the first portion having a first enclosed space defined therewithin; the first portion having a soft-sided insulated wall structure and a reinforcement member mounted therewithin to maintain the first portion in a condition to receive objects in said first enclosed space; the second portion being movable between a first, folded position and a second, unfolded position, and, in said second, unfolded position said second portion of said insulated container assembly having a second enclosed space defined therewithin in which to receive objects; said second portion having at least one releasable securement for maintaining said second portion in said first position; said container assembly having a first closure member operable to control access to said first enclosed space, and a second closure member operable to control access to said second enclosed space, and said first and second portions being insulated one from another to permit different environmental conditions to be maintained in said first and second enclosed spaces respectively.

2. The soft sided insulated container assembly of claim 1 wherein said container assembly has a third portion mounted thereto defining a third enclosed space.

3. The soft sided container assembly of claim 2 wherein an entertainment device is mounted in said third portion.

4. The soft sided container assembly of claim 3 wherein said assembly has an access port for accommodating an electrical connection to said entertainment device.

5. The soft sided container assembly of claim 1 wherein said second portion has a liner mounted therewithin.

6. The soft sided container assembly of claim 5 wherein said liner is a waterproof liner.

7. The soft sided container assembly of claim 5 wherein said liner is folded from a monolithic sheet of plastic stock.

8. The soft sided container assembly of claims 5 wherein said liner is free of heat welded seams.

9. The soft sided container assembly of claim 5 wherein said liner is made of clear plastic, and said second portion has reflective inner walls visible through said liner.

5 10. The soft sided container assembly of claim 1 wherein said reinforcement member is a receptacle.

11. The soft sided container assembly of claim 1 wherein said reinforcement member is a waterproof receptacle operable to contain liquids.

10 12. The soft-sided container assembly of claim 1 wherein said reinforcement member is a receptacle for accommodating objects placed in said first enclosed space, and has a mating divider, said divider being locatable to partition said first enclosed space into upper and lower regions.

15 13. The soft-sided container assembly of claim 1 wherein said reinforcement member is a receptacle for accommodating objects placed in said first enclosed space, and has a mating divider, said divider being locatable to partition said first enclosed space into side by side regions.

20 14. The soft-sided container assembly of claim 1 wherein said reinforcement member is a receptacle for accommodating objects placed in said first enclosed space, and has a folding divider for sub-dividing said first enclosed space.

25 15. The soft-sided container assembly of claim 1 wherein said reinforcement member is a receptacle for accommodating objects placed in said first enclosed space, and said receptacle has a horizontally oriented shoulder defined therein, and a divider, said divider being locatable on said shoulder.

30 16. A soft-sided insulated container assembly having a first insulated portion and a second insulated portion, said first insulated portion and said second insulated portion sharing a common insulated wall; said first and second insulated portions being maintainable at different environmental conditions from each other, and different environmental conditions from ambient; said first insulated portion having a non-collapsible receptacle mounted therein, said receptacle being capable of holding liquids; said receptacle providing stiffening to said first insulated portion; said second insulated portion being movable between  
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a collapsed position and an expanded position; and said second insulated portion being securable in said collapsed position.

5       17. The soft-sided insulated container assembly of claim 16 wherein said receptacle is a molded plastic bucket.

18. The soft-sided insulated container assembly of claim 16 further including a multi-positionable divider mountable within said receptacle.

10      19. The soft-sided insulated container assembly of claim 16 further including a third, uninsulated portion mounted thereto, said third, uninsulated, portion having a third closure member operable to control access thereto, and being maintainable at an environmental condition approximating external ambient.

15      20. The soft sided insulated container assembly of claim 16 wherein said first and second portions each have the general shape of a six-sided box, and said first and second portions are mounted back-to-back.